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From: Retallack, Alexia@Wildlife
Sent: Thur 7/9/2015 8:06:06 PM
Subject: Request from CDFW-OSPR leadership for post
removed.txt

CDFW-OSPR executive leadership requests some sort of public notice be made about the sampling effort.

I explained UC position and direction for no media - no release or availability, etc. – nothing to spotlight the activity. They still want something that’s “public”, but they agreed to no news release. We are trying to find that sweet spot between public notification and the UC request for no spotlighting. Here’s the idea.

With UC approval, the CDFW would like the following language posted to the CDFW Cal Spill Watch facebook page. No search engine optimization, no hash tags to draw attention, no Twitter announcement, no webpage post. It’s public but only on the facebook page to the people who follow it.

Proposed language

OSPR scientists will lead a collaboratively designed tarball sampling effort for Santa Barbara, Ventura, Los Angeles and Orange County beaches. Teams will include US Coast Guard, local government and other stakeholders. Tarball samples will be collected at a variety of locations from Gaviota Beach in Santa Barbara to Newport Beach in Orange County. Sample results will provide a reference point for the monitoring and maintenance of beaches potentially affected by the Refugio oil spill incident. Sampling will be done using standard procedures for consistency.

Will this work for the UC? Are there changes to the language?

Alexia Retallack

Office Spill Prevention and Response

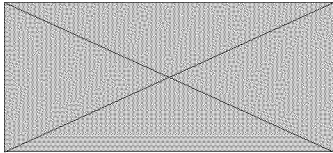
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